



NEW

biz

JMSB—THE 1ST SCHOOL IN CANADA AND THE 3RD OUTSIDE THE U.S. TO EARN AACSB ACCOUNTING ACCREDITATION

WHAT DOES IT MEAN?

Accounting accreditation is an extension of our business accreditation. It is yet another "Seal of Approval" for the John Molson School of Business. As an appraisal undertaken by an outside organization, it recognizes the high quality of the programs offered by the Department of Accountancy at the John Molson School of Business.

Accreditation benefits everyone. It benefits the School of Business by keeping faculty members involved, helping them to continuously improve, and by ensuring that their qualifications are of the highest caliber. It benefits our students as the school's reputation becomes stronger and makes us more visible. It also assures students that our programs have met high quality standards.

"In 1997, we were the first school in Montreal and the fourth in Canada to achieve accreditation of our business programs by the AACSB," says Dr. George Kanaan, Chair of the Department of Accountancy, who led the Department's arduous process of achieving accounting accreditation. "Since then, other Canadian business schools have followed suit to achieve business accreditation. Following our accounting accreditation, I think these business schools will likely be interested in seeking accreditation of their accounting programs as well." He adds, "In the long run,

the accreditation process will lead to improving the quality of accounting programs everywhere."

George will be the first to tell you that the process of achieving accreditation wasn't easy. "We had to demonstrate that we have the processes in place to plan, assess, and assure quality consistent with the Department's mission and the educational objectives of its programs. We had to demonstrate that the faculty members continuously engage in research and scholarly activities and that we encourage and implement teaching innovation," he said. "More importantly," he points out with pride, "we had to show that our curriculum and the teaching methods used in our Accountancy programs have been designed to go beyond teaching the mechanics of accounting, and that we provide students with conceptual foundations and the necessary skills needed for life-long learning."

IN THIS ISSUE

A Word from the Dean	p. 2
Investment Management Destination → CFA®	p. 3
New Economy Attitude... Old School Values Ad Campaign	p. 4
Look Who's Talking In The News	p. 6
GAMBA Update	p. 6
Flying High with JetBlue Airways A. Spain-Alumni Profile	p. 7
E-Business - Alive & Well @JMSB G. Kersten - Faculty Profile	p. 8
Student Portfolio Goes Live: Alumnus, Ken Woods, Gives Back to JMSB	p. 9
Spotlight on Research Two Professors Become Distinguished	p. 10
Awards of Distinction	p. 11
MBA Alumni Chapter	Back Cover
A Message from our Partners AIMR CMA	p. 9 p. 11



Mohsen Anvari Ph.D. (MBA'74)

A WORD FROM THE DEAN

Since our name change in November to the John Molson School of Business, we have continued to reaffirm our commitment to excellence in educating our students, in enhancing the quality of our programs and in promoting research activity at the School. The commitment of our students, faculty, and alumni, to this process continues to be a source of pride for us. And, in the past couple of months, as a result of our combined hard work, we have achieved a number of considerable successes.

DESTINATION ⇨ CFA®

Just this month, the Goodman Institute of Investment Management was officially launched. It offers the first-ever graduate programs in Canada that also prepare students for the Chartered Financial Analyst examinations. Funded by a generous donation from Toronto investment

counselor, Ned Goodman, Chairman, President and CEO of Dundee Bancorp Inc. and Chairman of Dynamic Mutual Funds, the Institute offers two masters programs in Investment Management that combine the academic rigor and practical expertise required to attain a graduate level degree and to prepare students for all three levels of the CFA® accreditation exams. With the CFA® becoming the accreditation of preference for many, the Institute fills a much needed niche in the investment industry.

AACSB ACCOUNTING ACCREDITATION

We are also extremely proud of our recently awarded AACSB accreditation in Accounting. As one of only three business schools outside the U.S. to receive this accreditation, we are gratified to see our Accounting Program recognized for its excellence. It is yet another "Seal of Approval" for the John Molson School of Business.

TWO NEW DISTINGUISHED PROFESSORSHIPS

We have also recently inaugurated two new distinguished professorships, which will further advance the School as a reputed centre for research excellence in the areas of Family Business and Marketing.

Dr. Michel Laroche, the **Royal Bank Distinguished Professor in Marketing**, will use some of the funds to host a Royal Bank Research Seminar in September that will focus on the influence of culture and cultural change on consumerism and the marketing of services. Under Dr. Bakr Ibrahim's direction, the **CIBC Distinguished Professorship in Family Business** will fund an annual Research Forum as well as provide financial assistance to

ongoing research in the area of Family Business and Entrepreneurship.

STUDENTS MANAGING MONEY

The Ken Woods Portfolio Management Program, which took in its first group of students last spring, was officially launched in February, honouring Mr. Woods as well as former professor, Dr. Calvin Potter, who was an inspiration for the program. The program, directed by Dr. Abraham Brodt of the Finance Department, will provide students mentoring opportunities from important business leaders in the Canadian investment management community. It is an excellent example of how, at the John Molson School of Business, we strive to give students relevant academic training which is reinforced by real-world practical experience.

With our commitment to the continuous improvement of our programs, our teaching and our research excellence, the John Molson School of Business is making a mark on the face of Canadian business today. And, we will continue to strive to provide an environment which facilitates the learning of fundamental business practices while giving our students practical exposure in their field of choice.



Mohsen Anvari, Ph.D. (MBA'74)
Dean, John Molson School of
Business

THIS IS THE FIRST ISSUE OF OUR NEWLY RENAMED NEWSLETTER, **NEWBIZ**. AS THE TERM SUGGESTS, WE WILL BE PROVIDING YOU WITH UP-TO-DATE NEWS AND HIGHLIGHTS OF EVENTS AT THE JOHN MOLSON SCHOOL OF BUSINESS. THE NEW NAME IS ACCOMPANIED BY A DYNAMIC AND MODERN DESIGN. ENJOY!

CHARTERED FINANCIAL ANALYST QUICK FACTS

Established in 1962, the CFA® Program sets the global standard for investment knowledge, standards and ethics. It is administered by the Association for Investment Management and Research (AIMR)

FIRST CFA® EXAM YEAR

1963

NUMBER OF CANDIDATES WHO SAT FOR THE 2000 EXAMS

- 27,647 wrote Exam Level I (52% passed)
- 16,038 wrote Exam Level II (54% passed)
- 9,684 wrote Exam Level III (65% passed)

The aggregate Pass Rate was 55%.

GENDER OF 2000 CANDIDATES

- Male (77%)
- Female (23%)

AGE OF CANDIDATES IN 2000

- 26-30 (40%)
- 31-35 (26%)

EXAM SITES WORLDWIDE

170, in 73 nations and territories

LARGEST EXAM SITES

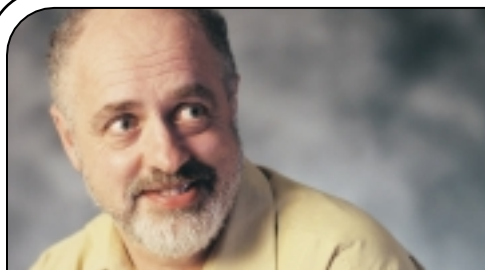
New York, Hong Kong, Toronto

TOP TEN COMPANIES THAT EMPLOY CFA® CHARTERHOLDERS

Merrill Lynch & Co., Inc.
J.P. Morgan Investment
RBC Dominion Securities Inc.
CIBC Wood Gundy
Putnam Investment Management
SalomonSmithBarney
Nesbitt Burns, Inc.
Morgan Stanley Dean Witter
PaineWebber Incorporated
Loomis, Sayles & Company

LARGEST NUMBER OF CANDIDATES IN 2000 BY COUNTRY

USA - 33,500
Canada - 9,500
Hong Kong - 4,800
Singapore - 3,800
U.K. - 2,500
Japan - 2,300
South Korea - 2,100
South Africa - 1,600
Malaysia - 1,100
Switzerland - 1,000



GEORGE LOWENFELD, M.Sc., CA
DIRECTOR, GOODMAN INSTITUTE OF INVESTMENT MANAGEMENT

DESTINATION ⇨ CFA®**GOODMAN INSTITUTE OF INVESTMENT MANAGEMENT LAUNCHES NEW PROGRAMS**

Globalization, on-line trading and a two-fold increase in the number of North Americans playing the stock market – these are some of the key factors that have led to an explosive growth in the financial services industry today.

With the subsequent boon for investment professionals, the JMSB is responding to market demands with the timely launch of two masters programs in Investment Management.

"We'll be one of the first schools in North America to offer a formal program, which means we could be setting precedents for other universities, and that's exciting news," says George Lowenfeld, Director of the Goodman Institute of Investment Management. The Institute has been established by a generous donation to the University from Ned Goodman, CEO of Goodman & Company Investment Counsel and Dundee Bancorp Inc.

One of the key goals of the program is to help students prepare for the grueling exams leading to a CFA® (Chartered Financial Analyst), a coveted designation in today's business circles. But just as important is providing students with rigorous academic training that would ultimately sharpen their competitive edge in the recruitment market. "Traditionally, people have prepared for the CFA® through a combination of self-study, study aids and preparatory programs," explains Lowenfeld. "These methods are often about just getting through the exam successfully," he says. "The added value that the

JMSB will bring to the investment community is teaching the highest standards of ethical and professional conduct and ensuring graduates have superior investment knowledge."

The masters programs in Investment Management will offer a comprehensive study of key disciplines that are important in shaping a strong investment professional, such as financial economics, financial accounting, quantitative methods, valuation and investment management. "What's more," says Lowenfeld, "courses will be taught by practitioners in the field so students will get hands-on exposure to the real investment world. Our goal is to have companies, such as investment houses, fund tuition for people so that they can develop their best talent," he added.

So, what skills does a strong investment advisor need today? Lowenfeld's advice to anybody considering a career in the field is to develop a well-rounded business profile. "When you're handling somebody's money, you have to be part-psychologist and part-financial analyst." Among the most important competencies he cites for investment professionals is the ability to measure risk, analyze data, communicate well and manage constant stress. "After all, you've got somebody's livelihood in your hands and that's an enormous responsibility." Lowenfeld also emphasizes the importance of learning to take the unbeaten path in the investment environment. "If you follow the lemmings then you fall off the cliff with everybody else," he says. "We want to teach students to take the unfamiliar road and win."



Mohsen Anvari (MBA'74), Ned Goodman,
Rick Renaud (BComm'69)

GOODMAN INSTITUTE OF INVESTMENT MANAGEMENT

BOTH OUR MBA (INVESTMENT MANAGEMENT OPTION) AND OUR MASTER IN INVESTMENT MANAGEMENT PROGRAMS COMBINE THE ACADEMIC RIGOR AND PRACTICAL EXPERTISE THAT WILL EQUIP YOU WITH WORLD-CLASS INVESTMENT MANAGEMENT CAPABILITIES, EARN YOU A GRADUATE LEVEL DEGREE, WHILE PREPARING YOU TO WRITE ALL 3 LEVELS OF THE CFA® EXAMINATIONS. OFFERED IN MONTREAL AND TORONTO ON WEEK-ENDS AND EVENINGS, YOU CAN COMPLETE THE PROGRAM WHILE MAINTAINING YOUR FULL-TIME CAREER.

**FOR INFORMATION, WWW.JOHNMOLSON.CONCORDIA.CA, 514.848.2796
EMAIL: INVESTMENT@JMSB.CONCORDIA.CA.**

NEW NAME... NEW IMAGE... NEW AD CAMPAIGN



IN ITS ADVERTISING, THE JMSB HAS POSITIONED ITSELF ON TWO FRONTS. FIRST, THE NAME SUGGESTS CHANGE. NOT ONLY DO WE GRADUATE STUDENTS WITH EXCELLENT BUSINESS SKILLS CAPABLE OF TAKING ON THE CHALLENGES OF THE NEW ECONOMY, WE ALSO OFFER PROGRAMS ADAPTED TO THE NEEDS OF TODAY'S BUSINESS COMMUNITY GIVING US A "NEW ECONOMY ATTITUDE."

SECONDLY, ITS NAME IS A TESTAMENT TO THE POWER OF THE ENTREPRENEURIAL SPIRIT AND SYMBOLIZES THE IDEALS OF INNOVATION, HARD WORK AND COMMITMENT TO EXCELLENCE. THE ADVERTISING CAMPAIGN SLOGAN, "NEW ECONOMY ATTITUDE... OLD SCHOOL VALUES," COMMUNICATES THESE IDEAS, EMPHASIZING THE HIGH ACADEMIC STANDARDS AND THE PROVEN TRACK RECORD OF THE UNIVERSITY.



Graduate Certificate in e-Business

Information Sessions

www.ebusiness.concordia.ca

The John Molson School of Business announces the launch of the Graduate Certificate in e-Business: Learning the Business of e-Business.

To find out more about this new exciting program, join us at our information sessions, May 24 and 30, 5:30 pm at 1550 de Maisonneuve Blvd. West, Suite GM 403-2. Please call in advance to reserve your place.



John Molson
School of Business
Concordia University



Contact

Tel: 514.848.2781
Fax: 514.848.2824
E-mail: goab@jmsb.concordia.ca

Thinking of doing a videoconferencing
Executive MBA?

Why limit your EMBA experience?

The John Molson Executive MBA, a hybrid professional and a real classroom environment.

Make the comparison.
Imagined networking was almost too good to be true.
What our students on campus did, our Executive program did at one of our top university information sources.

Ben Bruce Bates
EMBA Faculty, 4th Year
President of Molson Executive MBA

Leading Board of Directors
President, Molson, 4th Year
Boarding April 10, 2008
Boarding, Molson, 4th Year
Leading May 8, 2008

705.332.0000 ext. 5880
<http://www.jmolson.com/enr>



John Molson
Executive MBA

McGill
A

McGill University, 1205 Avenue Road, Montreal, Quebec H3A 2K4

Managing your career starts here

Graduate Diploma in Administration (GMA) • Graduate Diploma in Sport Administration (GSA)
Graduate Certificate in Administration

The International School of Business is one of the most dynamic in the country, developing new and innovative specialized graduate management programs for careers in Air and Seaford offices, health and healthcare industry, technology, public and nonprofit sectors, architecture and finance administration. These programs are self-managed, time- or tuition-based and custom. Graduate diploma with internationally recognized or awarded certificates. The majority of credits can be transferred locally with universities.

Develop your specialized management skills, call now to reserve your spot at the international school of your choice.

Information sessions

12:00 to 1:00pm (tentative)
 12:00 to 1:00pm (tentative)
 12:00 to 1:00pm (tentative)
 12:00 to 1:00pm (tentative)
 12:00 to 1:00pm (tentative)
 12:00 to 1:00pm (tentative)
 12:00 to 1:00pm (tentative)
 12:00 to 1:00pm (tentative)
 12:00 to 1:00pm (tentative)
 12:00 to 1:00pm (tentative)







[illegible][illegible]

LOOK WHO'S TALKING...

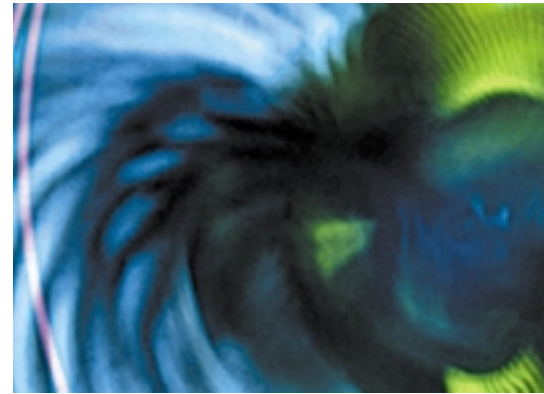
JMSB IN THE NEWS

The John Molson School of Business has been a hot topic in the media of late. With the launch of our new name we have gained recognition in both local and national media. Since October 2000, there have been 25 radio and 16 television spots as well as 20 articles, published in a variety of papers, that have reported on our School's activities.

- The launching of our new name was positively received by the media. *The Gazette*, *La Presse*, *Le Journal de Montréal* and *The National Post*, as well as numerous radio and television stations reported the exciting news. The name change was also reinforced by our vibrant new advertising campaign, which has developed a whole new look for the School.
- In February, our Awards of Distinction recipients, Suzanne Labarge, Brian Neysmith and Yvan Allaire were interviewed at the Awards luncheon by *The Gazette* and appeared in an article on the cover page of the business section discussing Canada's economic forecast for the coming year.
- With the introduction of the Ken Woods Portfolio Management Program, and an article in *The National Post* on the subject, the program's students and the School's name were a topic in the media for an entire week. You may have heard some of the students in the program - Alka Patel, Nelson Cheung, Michael Gentile and Phillippe Hynes - on CBC Morning News, DayBreak or *Le Grand Journal*. They did a fabulous job of juggling the interest of the media in this new program and in their money management skills!
- Dr. Laroche was also recently featured in *The Gazette* in an article that discussed his many accolades and highlighted the recently bestowed Royal Bank Distinguished Professorship in Marketing.

• Also in the news, Dr. Le Bel made a big splash with his research on the subject of chocolate during the days preceding Valentine's Day and Easter. He was interviewed on *DayBreak*, *This Morning Live*, *Canada AM* and most recently on TVA. Articles were also published in *Le Devoir*, *The National Post* and *La Presse*.

With the reputation of our faculty and the many successes of our students, the media coverage we have been receiving of late is a reflection of our flourishing business school. To access some of our recent media activity please visit our website at www.johmolson.concordia.ca/news/media.



GLOBAL AVIATION MBA (GAMBA) UPDATE

On October 14, 2000, the International Aviation MBA Program launched GAMBA, the distance education version of its successful, full-time, 13-month, campus-based program.

Designed to be completed on a part-time basis over 22 months, the GAMBA option comprises the same 18 courses as the full-time program. At the start of each semester, two weeks are spent in Montreal followed by a 20-week distance education component. Students then return to Montreal for another two-week period to write exams from the previous semester and begin courses for the next.

Everyone receives a laptop which houses the course *Viewer*, a custom-built multimedia application through which much of the course content is organized. The content is also delivered via textbooks, study guides and other print-based materials as well as CD-ROMs. Laptops contain standard word-processing, spreadsheet, presentation and web browser software, as well as a peripheral scanner. *FirstClass*, a communications and conferencing software permits e-mail, file transfer, synchronous text-based chat and asynchronous communication via bulletin boards and conferences, as well as group calendaring functions.

A strategic decision was made not to provide course content as an on-line, Web-based product due to international accessibility and Internet connection reliability concerns. Rather, multimedia content is housed directly on the laptop and the Internet is used primarily for periodic communications.

Contact is accomplished via formal channels such as official conferences and postings, but more importantly, via informal means such as casual online "chats" which occur at all hours of the day and night as GAMBA literally spans the globe.

Students have varied work backgrounds, in technical, operations management, and engineering fields. Several students hold post-graduate degrees, including one doctorate. Only one student has previous experience with distance education.

The experience so far has been outstanding. A telling sign is that the students themselves have requested an additional on-campus session at the end of the program!

Visit our website <http://aviationmba.concordia.ca>. or e-mail amba@jmsb.concordia.ca.



AL SPAIN (MBA '98)

FLYING HIGH WITH JETBLUE AIRWAYS

Al Spain's idea of early retirement was to head off to Manhattan and start an airline. "My friends thought I was simply crazy," says the graduate of our International Aviation MBA Program. But today, the 56 year-old is Vice-President of Operations at JetBlue Airways, a New York-based domestic carrier that's been making headlines in the travel industry with its affordable, hassle-free and high-quality service.

"We had a very strong business plan and we stuck with it," says Spain whose prolific career as a pilot and manager spans from the U.S. Army to People's Express Airlines. Despite the high costs involved in an airline start-up, he and his colleagues drummed up enough confidence and capital to turn their strategy into reality. JetBlue offers flights at 65% less than the competitors but with wider seats, bigger overhead bins and live in-flight satellite television.

"It seems like a bit of a contradiction to offer low fares and quality service in the same breath," says Spain. But the JetBlue team was able to break new ground by increasing the airline's productivity. "The less your jets are on the ground, the healthier your company," he explains. To drive the start-up's efficiency, JetBlue purchased a fleet of brand new jets which require less repair time and also offered an attractive company stock plan for its pilots. "In this business, your pilots are your lead," adds Spain. And it seems the company's business approach is paying off. Today, each of JetBlue's Airbus 320s flies an average of 13.5 hours daily, compared with the industry standard of 9.5 hours.

The maverick airline has also built its success on its "paperless environment." "It's the kind of thing that a lot

of people talk about. And we're doing it," says Spain. The airline boasts a sophisticated hi-tech system that integrates everything from pilots bidding for flights on their laptops to customer check-ins. "There's little office space needed for operations. Pilots simply take care of themselves," he adds. Top that with a team of travel reservation agents who all work out of their homes. "We have mothers. We have physically challenged people. At the end of the line, the system works beautifully."

Not surprisingly, JetBlue has also made its mark with its slick, e-commerce-based web site that has garnered the attention of the prestigious design magazine *Communication Arts*. The user-friendly web site (www.jetblue.com) guides the user through a few simple steps to make a ticket purchase. And today, JetBlue can claim 30% of its sales via the web.

So, how would you expect an unconventional airline to market itself? "What we wanted was to become a fabric of the communities where we work," says Spain. Rather than rely on traditional advertising, the company has reached its market with highly targeted campaigns in familiar territory. For example, a few months ago, JetBlue became the official and exclusive airline for the Buffalo Bills, displaying its renowned blue logo and colours in the Buffalo-based stadium.

Today, Spain certainly credits his own success in the airline industry with his own drive and having taken the time to upgrade his skills with the International Aviation MBA program. "That was where I really got to round off my experience with strong management skills in areas like HR and finance. The people there really helped me think outside of the box."

JETBLUE DEBUTS AS #2 DOMESTIC AIRLINE IN ZAGAT'S 2001 U.S. AIRLINE SURVEY

JetBlue outscored all the major airlines and was voted the United States' number two economy airline in the 2001 Zagat Airline Survey. This survey, in which more than 30,000 fliers participated, covers 70 domestic and international airlines, and rates airlines separately for comfort, service and food. JetBlue ranked second in the service and comfort categories and tied fifth in the food category.

Zagat is renowned for its consumer survey-based dining, lodging and leisure guides. In addition to restaurant guides covering 45 major markets, Zagat also publishes annual surveys covering hotels, resorts, spas, nightclubs and other entertainment and shopping resources.

With JetBlue, all seats are assigned, all travel is ticketless, all fares are one-way, and a Saturday night stay is never required. www.jetblue.com or call 1-800-JETBLUE (538-2583).

E-BUSINESS ALIVE & WELL @ JMSB

GREG KERSTEN'S E-WORLD

When Greg Kersten became involved in the development of what was arguably the first computer-based negotiation system for training Solidarity unionists in his native Poland, in 1980, he didn't know that it was the beginning of a long-term love affair with the art and science of "negotiating."

Today, the Business School's "official e-business guru" and Professor of Decision Science and Management Information Systems is also the coordinator of the *InterNeg@Group* (<http://interneg.org>), which conducts research and training and develops systems related to decision-making, negotiations and e-business. "As the Internet evolves and the number of consumer-oriented and business-to-business applications increases," explains Kersten, who has an M.Sc. in Econometrics and a Ph.D. in Operations Research from the Warsaw School of Economics, "people are now routinely engaging in remote coordination and negotiation. Internet connectivity and services demand a whole new way of thinking and organizing. We're just beginning to understand the dynamics of being connected and working on-line, and it's a fascinating subject."

"A key component of the InterNeg project," says Kersten, "is *INSPIRE*, a web-based tool, which is used for training and to study cross-cultural negotiations." Since its introduction in the mid-90s, the support system has been accessed by literally thousands of people from over sixty countries. "Users play the role of negotiators representing a bike building company and its supplier," he explains. All the data is automatically recorded, which allows for analyzing various aspects of cultural difference such as perception of time, long-term and short-term orientation and the masculinity/femininity dimension. The *INSPIRE* system generates on-line statistics and charts to help users see their own progress in negotiations and where they need to improve their skills. "The system was so popular that we had to ask universities to register their students several weeks in advance," says Kersten proudly. "Demand really exceeded our expectations."

It seems that the professor also has to negotiate time for his personal life since he teaches one of the hottest topics in the business school today – e-business. These timely courses, which make up a minor in Electronic Business Systems, range from electronic business supply chain to website construction and management. "It feels great to be a part of something so *now*," he adds. "We don't know the limits of e-business and even less the behaviour of networked societies. There still is a lot of hype, though much less than there was a year ago. Even if you remove all the hype, the potential is enormous." Dr. Kersten has also been instrumental in the development of the Business School's Graduate Certificate in Electronic Business, which starts this September.

"Internet-based business opportunities will not disappear. Building highways in North America, in the 50s, predictably increased trade and allowed factories to locate outside of their traditional cores. The highway network led to, less predictably, big shopping malls, bedroom communities and satellite cities. Similarly, moving data and services through fiber-optic networks is also predictable, as are the application service providers and data warehouses. As before, many new services and products will emerge because of, and thanks to, the Internet. E-economy is undergoing broad and deep changes with billions of dollars being injected into marketplaces and businesses that did not exist three years ago. There are great opportunities but they require a good understanding of information technology as well as organizational requirements. We must help students to acquire skills for developing, implementing and managing Internet applications and for understanding their role in business."

Dr. Kersten has been a visiting professor at the Naval Post Graduate School in Monterey, California, and the Hong Kong University of Science and Technology. He is a founding member and the first Director of the Decision Analysis Lab at Carleton University, and a member of the Ottawa Carleton Institute for Computer Science. He is Vice-Chairperson of the INFORMS Group Decision and Negotiation College and editor of several journals including the *Group Decision and Negotiation Journal* and the *Journal of Decision Systems*.

GRADUATE CERTIFICATE IN E-BUSINESS

PROVIDING THE CRITICAL SKILLS NECESSARY TO SUCCEED IN THE ELECTRONIC MARKETPLACE.

Responding to the market demand for professional expertise in all areas of e-business, this 18-credit graduate certificate is designed to enrich the technical and managerial skills that are essential to business success in the electronic marketplace. The program consists of six courses for a total of 18 credits. Two core e-business courses are required and then students choose between

the management stream, technology stream or a combination of both.

For more information:
www.ebusiness.concordia.ca
or
e-mail:
gceb@jmsb.concordia.ca

FACULTY PROFILE

GREG KERSTON, PH.D.



STUDENT PORTFOLIO GOES LIVE: ALUMNUS, KEN WOODS, GIVES BACK TO THE SCHOOL

REAL MONEY FOR REAL EXPERIENCE

This year, the John Molson School of Business launched a new portfolio management program that will provide a select group of students with practical investment management training. The Kenneth Woods Portfolio Management Program (KWMPM) was established by a generous donation by Mr. Kenneth Woods, a Vancouver businessman and a graduate of Concordia's MBA class of 1975. The program is directed by Dr. Abraham Brodt, Associate Professor of Finance.

"This is a top-notch portfolio management program with impressive links to a number of high-profile contacts in the business community," said Dr. Brodt. "It will give our business students firsthand experience of the intricacies of portfolio management using real money and will allow them to graduate from the John Molson School of Business with practical experience and mentorship from key business leaders from within the Canadian financial community."

The student portfolio managers have responsibilities in all aspects of the money management process. These include the development of investment policies, the analysis of capital market conditions, the evaluation and selection of sector as well as individual security allocations and the re-balancing of existing asset positions. Their responsibilities also cover the analysis of style-specific performance benchmarks, and the creation of regular performance attribution and financial statements which are presented to a Client Committee that includes the chief investment officers of two major Investment funds – CN Investments and Bimcor Inc.

The donation was made in memory of Mr. Wood's former professor and mentor at Concordia, Dr. Calvin Potter, a much admired member of the Department of Finance, who inspired many business students. Dr. Potter's legacy will live on with the implementation of this program. Upon completing the necessary requirements, graduates from the Program will be referred to as Calvin Potter Fellows.

Michael A. Gentile, Stefan Mazareanu, Nelson Cheung, Philippe Hynes,
Michel Condoroussis, Alka Patel, Kenneth Woods (MBA '75), Andreea Constantin, Gino Caluori

"THE CFA® CHARTER IS THE MOST HIGHLY REGARDED PROFESSIONAL DESIGNATION IN THE INDUSTRY."



— I. Rossa O'Reilly, CFA

I. Rossa O'Reilly, CFA
Managing Director
CBC World Markets, Inc.
Toronto, Canada
CFA charterholder since 1977

Around the world, investment professionals and investors alike recognize the value of the **Chartered Financial Analyst® (CFA®)** designation. When you choose a CFA charterholder to manage your investment portfolio, you're choosing someone who has demonstrated mastery of the industry's most rigorous program of study. And through their membership in the **Association for Investment Management and Research™ (AIMR)**, charterholders have access to a wealth of knowledge that helps them keep pace with the latest industry developments and make better informed investment decisions. Whether you're looking to invest for yourself or on behalf of your organization, choose an investment professional who has earned the globally recognized standard of excellence. Choose a CFA charterholder.



Hong Kong: 852-2868-2780
e-mail: info@aimr.org

North America: 1-800-247-8332
Outside North America: 1-804-951-5499
www.aimr.org e-mail: info@aimr.org



SETTING A HIGHER
STANDARD FOR INVESTMENT
PROFESSIONALS WORLDWIDE™

EACH YEAR UP TO EIGHT STUDENTS WILL BE CHOSEN TO JOIN THE PROGRAM FOR A TWO-YEAR PERIOD.

Students in 2000-2001:

Alka Patel
Nelson Cheung
Andreea Constantin
Michael Gentile
Phillippe Hynes
Stefan Mazareanu
Michael Condoroussis

Students in 2001-2002:

Shawn Anderson
Alfred Davis
Charles Haggart
Lawrence Lai
Kevin Lecouffe
Genevieve Lincourt
Shivali Misra
Luke Pelosi

We look forward to hearing about their individual successes and about the profitability of the portfolio they are jointly managing.



SPOTLIGHT ON RESEARCH

TWO PROFESSORS BECOME DISTINGUISHED

This year we have been fortunate to be able to establish two new distinguished professorships – the CIBC Distinguished Professorship in Family Business and the Royal Bank Distinguished Professorship in Marketing. These new research endowments will continue to increase the research activity and prominence of our Faculty and add to the prestige of the School and its ability to continue to attract quality researchers.

CIBC DISTINGUISHED PROFESSORSHIP IN FAMILY BUSINESS

The Canadian Imperial Bank of Commerce Distinguished Professorship in Family Business was awarded to Dr. Bakr Ibrahim (Ph.D. Admin '83) in recognition of his extensive research in the area of entrepreneurship, family business and risk evaluation of knowledge-based companies. Dr. Ibrahim will continue to expand the fields of family business and entrepreneurship through the organization of an annual Research Forum funded by the CIBC's distinguished professorship.

Dr. Ibrahim is also a Fellow of the Family Enterprise Institute and a member of Industry Canada's Research Advisory Committee on Entrepreneurship and Small Business. Since 1984, Dr. Ibrahim has been the Director of the Centre for Small Business and Entrepreneurial Studies. He was a member of the editorial board of the *Journal of Small Business Management* and is currently on the editorial board of the *Canadian Journal of Administrative Sciences*.

ROYAL BANK DISTINGUISHED PROFESSORSHIP IN MARKETING

Dr. Michel Laroche has focused his research on the role of culture in influencing consumer buying habits and the impact of cultural change on the purchasing patterns of linguistic and ethnic groups in Canada. The Royal Bank Distinguished Professorship in Marketing will allow Dr. Laroche to intensify his research in this area through the establishment of a lecture series and the formation of a research conference in September, which will explore issues related to cross-cultural effects in marketing.

Dr. Laroche is also a Fellow of the Royal Society of Canada and of the American Psychological Association and a distinguished SMA (Society for Marketing Advances) Fellow. Most recently, Dr. Laroche won the *Marketing Consultant and Professor Award* from the Association de Marketing de Montréal. This recognition follows a host of the other distinctions including Concordia's highest recognition for research, the University Research Fellow Award for the year 2000 and the Jacques-Rousseau Prize for the best multidisciplinary researcher in Canada.

10

MICHEL LAROCHE PH.D.
ROYAL BANK DISTINGUISHED
PROFESSORSHIP IN MARKETING



BAKR IBRAHIM, PH.D. (PH.D. ADMIN '83)
CIBC DISTINGUISHED PROFESSORSHIP IN
FAMILY BUSINESS



Given a second chance, would your employer hire the manager you are today?



Invest in your skills.
Choose one of our professional programs
for working managers.

CMA Executive Program

Concordia University
Université du Québec à Montréal (in French)
Université du Québec à Hull (in English and French)

CMA-MBA Executive Program

Université du Québec à Montréal (in French)
Université Laval (in French)

Information :
1 800 650-ECMA
www.cma-quebec.org

NEW!

Accelerated path
for CAs and CGAs



ORDRE
DES COMPTABLES EN MANAGEMENT
ACCREDITÉS DU QUÉBEC

AWARDS OF DISTINCTION

THE JOHN MOLSON SCHOOL OF BUSINESS BRINGS OUT THE BEST IN THE BUSINESS COMMUNITY

Each year the John Molson School of Business has the opportunity to publicly honour business excellence at an annual Awards of Distinction luncheon where we recognize individuals who have made a mark on the face of business in Canada. The Awards of Distinction is an initiative that was created by the Honourable Pierre Sévigny P.C., O.C., in 1987. At this year's luncheon, which was attended by over 300 members of the business and university communities, the following recipients of the award were recognized for their notable business accomplishments, affiliation to Concordia University, community service, and lifetime professional achievement.

Dr. Yvan Allaire is an academic and a remarkable businessman with far reaching links to the community. He is the Executive Vice-President of Bombardier Inc., a member of the Board of Directors and a member of the Executive Committee of all Operating Groups of the Company. While pursuing a university career, Dr. Allaire also acted as a consultant and adviser to the top management of several large Canadian corporations.

Heather Reisman, born and educated in Montreal, is the President and CEO of Indigo Books and Music. She was Managing Director of Paradigm Consulting, the strategy and change management firm she co-founded in 1979, and later the President of Cott Corporation. She was also a former Governor of the Toronto Stock Exchange. With 25 years of business experience, she launched Indigo, the culmination and integration of a lifetime passion for books, music and a career focused on the understanding and building of new-age organizations.

Suzanne Labarge is one of the highest-ranking female bankers in Canada and the Vice-Chair and Chief Risk Officer at the Royal Bank of Canada. Labarge joined the Royal Bank in 1971 and held positions in branches across the country prior to being appointed as an executive officer in 1979. She worked in the international division in Canada and overseas until she left the Bank, in 1985, to join the federal public service as an assistant auditor-general. Ms. Labarge returned to the Bank as executive vice-president and corporate treasurer in 1995.

Brian Neysmith (BSc. '66) is a native Montrealer and a graduate from Sir George Williams, whose success in founding Canada's first credit rating agency, the Canadian Bond Rating Service, was rewarded by its recent merger with Standard and Poor's, in October 2000. He was a Co-Chair of Homecoming and was extremely involved in the Association of Alumni of Sir George Williams and the Concordia University Foundation. Mr. Neysmith was also a member of Concordia's Board of Governors, Chair of the Budget Committee, Vice-Chair of the Pension Benefits Committee and Chair of the Alumni and Friends division of the Annual Giving Campaign.

2000 AWARDS OF DISTINCTION RECIPIENTS

SUZANNE LABARGE, BRIAN NEYSMITH (BSc. '66),
DR. YVAN ALLAIRE, (MISSING FROM
PHOTO HEATHER REISMAN).



JOHN MOLSON MBA ALUMNI CHAPTER LAUNCHED IN MONTREAL

Boasting over 2,500 alumni worldwide, the John Molson School of Business MBA Program will be the first in the University's history to have a program-based alumni chapter under the Concordia University Alumni Association (CUAA) umbrella organization.

To kick-off the MBA Chapter, Dr. Frederick Lowy, Rector and Vice-Chancellor of Concordia University held a cocktail reception on March 22 for MBA Alumni and MBA Society members. Hazel Mah (MBA '81) owner of *Le Piment Rouge*, *Profusion* and *Sherlock's* was kind enough to host the event at *Le Piment Rouge* on Peel Street. Attendees of this reception will meet again in May to discuss chapter formation.

The mission of the MBA Alumni Chapter will be to add value to the John Molson MBA degree by creating a network of MBA graduates linked to opportunities, events and activities. The Chapter will participate with the Business School to improve the MBA Program, and to ensure the continued recognition of the high quality of the John Molson MBA degree in local and international business communities.

MBA Alumni interested in participating in the MBA Chapter should contact Ingrid Spindelmänn at ispindelmänn@jmsb.concordia.ca for information.

New MBA outlook... Old school values

<p>Professional MBA</p> <ul style="list-style-type: none"> > Host of the oldest and most prestigious International MBA Case Competition. > Faculty and students have extensive international business experience. > Located in Montreal, the most cosmopolitan North-American city. 	 <p>Megan Pickering Class of 2004</p>	 <p>Atle Anvari Class of 2007</p>	 <p>Sandra Botton, PhD, CGA Assistant Professor, Finance</p>
<p>International Aviation MBA</p> <ul style="list-style-type: none"> > The only IATA-sponsored AACSB accredited aviation MBA in the world. > The program is available in a full-time on-campus and e-learning distance format. 	<p>Professional MBA (514) 948-3798 mbs@jmsb.concordia.ca</p>	<p>International Aviation MBA (514) 948-2930 iafb@jmsb.concordia.ca</p>	<p>Investment Management MBA (514) 948-3798 investment@jmsb.concordia.ca</p>

www.johnmolson.concordia.ca

John Molson School of Business
1455 de Maisonneuve Blvd. West, GM-728
Montreal, QC Canada H3G 1M8

John Molson School of Business
Concordia University

AACSB

NewBiz, the newsletter for the John Molson School of Business, replaces *Commerce Today* as the School's semi-annual alumni newsletter.

Editor: Marjorie Davis

Contributors: Ross Rogers

Design: bleu . blanc . rouge . design

©2001 Written and printed in Canada

ISSN 1-206-2219 Dépôt légal: Bibliothèque nationale du Québec.



KEEP IN TOUCH

Contact us at:

John Molson School of Business

1455 de Maisonneuve Blvd. W.

GM 720-17

Montreal, QC. H3G 1M8

Fax: 514.848.4152

Tel.: 514.848.7598

e-mail: newbiz@jmsb.concordia.ca

e-mail, call or fax us with your comments or to change your address.